

APPENDIX A

Sample Generic Questions on Customer Satisfaction

In this section, we attempt to delineate some basic questions which should be included in surveys aimed to gauge customer satisfaction with social insurance policies and procedures. We present these basic or "generic" questions based on the experience of the United States' Social Security Administration (SSA) and those of Canada's Income Security Programs (ISP). While in some cases you may find that these examples are applicable to your own situation, we caution you to determine the question format and content that would best elicit accurate responses from your own customers.

Some Notes on Survey Mode

The Canadian survey is a self-administered or mail survey which is sent to respondents to complete on their own.

The SSA survey, which is presented here, is a face-to-face or personal survey. This survey requires an interviewer to visit the respondent, ask the questions shown on the questionnaire and complete the survey based on what the respondent says. SSA also uses telephone-administered surveys and has used mail surveys on a limited basis.

Each of these modes has its advantages and disadvantages in terms of: ease of administration; staffing requirements; training and supervision; cost; and reliability of results. In addition, there are differences in the way questions are worded and presented, depending on the mode. We urge you to research the considerable literature which is available concerning survey mode and choose the type which is best suited to your organization and the customers it serves.

Following are the topic areas used to classify the generic questions:

- Questions about service for office visits;
- Questions about mail service;
- Questions about telephone service;
- Questions about overall quality of service; and
- Other questions.

Note that the questions are not necessarily presented in order. As you read each question, you should consider it separate from the preceding and subsequent questions.

(Appendices B and C contain copies of the SSA and ISP surveys.)

Questions about Service for Office Visits

1. Did you have an appointment for your last visit to the (Agency) office?

_____ Yes
_____ No

2. How long did you have to wait for an appointment?

3. How satisfied were you with how soon you got an appointment?

_____ Satisfied
_____ Neither satisfied nor dissatisfied
_____ Dissatisfied

4. Was the day and time of your appointment convenient for you?

_____ Yes
_____ No

5. Why did you last visit the (Agency) office? (Select the reason or reasons for your last visit.)

_____ Applied for benefits
Type: _____
_____ Asked about mail I had received from (Agency)
_____ Told (Agency) about new name, new address or some other change
_____ (Agency) had asked me to return some of the benefits I had received
_____ (Agency) asked me for certain evidence or other information
_____ I disagreed with a decision (Agency) had made
_____ I visited the office for some other reason
Explain: _____

6. Were you served promptly?

7. How long did you have to wait to see the person who helped you with your business?

8. How long was your wait compared to what you expected?

9. How long do you think it is reasonable to expect to wait before being served when visiting one of our offices?

10. In general, how courteous or discourteous were (Agency) employees during your last visit?

- ☐ Very courteous
- ☐ Courteous
- ☐ Neither courteous nor discourteous
- ☐ Discourteous
- ☐ Very discourteous

11. How clearly did they explain what would happen as a result of your visit?

- ☐ Clearly
- ☐ Somewhat clearly
- ☐ Not clearly

12. How clearly did they explain what you should do or what changes you should report to (Agency)?

- ☐ Clearly
- ☐ Somewhat clearly
- ☐ Not clearly

13. How satisfied are you with the time it took (Agency) to handle this matter?

- ☐ Very satisfied
- ☐ Generally satisfied
- ☐ Neither satisfied nor dissatisfied
- ☐ Generally dissatisfied
- ☐ Very dissatisfied

14. What kind of job has (Agency) done in handling this matter?

- ☐ Very good job
- ☐ Good job
- ☐ Fair job
- ☐ Poor job
- ☐ Very poor job

15. What time of day would you prefer to visit our offices?

16. Do you know where our office closest to your home is located?

If you know where our closest office is located:

- a) How long would it take you to get there from your home?
- b) How would you most likely get to our office?
- c) From your home, is our office easy to get to by public transit?

Questions about Mail Service

1. About how many times have you written to (Agency) in the past 12 months?
2. The last time you wrote to (Agency), what was the main reason?

☐ I had a question or needed information
☐ (Agency) asked me to mail them something
☐ I reported a change (e.g., address, name)
☐ I thanked them for their help
☐ I had a complaint
☐ Other
Explain: _____
3. How did you find the address for our office?
4. Did the reply answer your questions?
5. How soon did (Agency) respond?
6. How satisfied were you with how soon the (Agency) responded?

☐ Satisfied
☐ Neither satisfied nor dissatisfied
☐ Dissatisfied
7. Have you received any mail, other than a benefit check, from (Agency)?

☐ Yes
☐ No
8. What kind of mail did you receive from (Agency)?
9. In general, how easy or hard to understand was the mail you received from (Agency)?

☐ Very easy to understand
☐ Easy to understand
☐ Neither easy nor hard to understand
☐ Hard to understand
☐ Very hard to understand
10. Which kind of mail was hard or very hard to understand?

11. Have you asked anyone else to help you understand mail you received from (Agency)?

_____ No

_____ I asked (Agency) for help

_____ I asked someone else for help

12. How long do you think it is reasonable to wait for a reply to a letter written to one of our offices? _____

Questions about Telephone Service

1. How did you find the telephone number for our offices?
2. About how many times have you reached (Agency) by telephone in the past 12 months?
3. If you tried to call but didn't get through, what number were you calling?
4. Why were you unable to get through?
5. When calling one of our offices, did you ever find the telephone lines busy?
6. What did you do if the telephone lines were busy?
7. What did you do as a result of not getting through?

_____ I visited the (Agency) office
_____ I wrote the (Agency)
_____ I asked someone else for help
_____ Nothing, I still need to contact (Agency)

8. The last time you reached (Agency) by telephone, did you get through on the first try?
9. Thinking about the reason for your last call, how satisfied are you with the time it took (Agency) to handle this matter?

_____ Very satisfied
_____ Generally satisfied
_____ Neither satisfied nor dissatisfied
_____ Generally dissatisfied
_____ Very dissatisfied

10. What kind of job has (Agency) done in handling this matter?

_____ Very good job
_____ Good job
_____ Fair job
_____ Poor job
_____ Very poor job

11. We normally handle telephone inquiries from 8:00 a.m. to 4:00 p.m. Monday to Friday.
Would you like these hours extended to ...?

Questions about Overall Quality of Service

1. What kind of job do you think (Agency) has done in informing you about which Social Security programs are available to you?

_____ Very good job
_____ Good job
_____ Fair job
_____ Poor job
_____ Very poor job

2. Overall, how clearly has (Agency) explained the program you applied for and the changes you should report?

_____ Clearly
_____ Somewhat clearly
_____ Not clearly

3. Which, if any, benefits are you currently receiving from (Agency)?

4. Overall, how would you rate the service that (Agency) has given you?

_____ Very good
_____ Good
_____ Fair
_____ Poor
_____ Very poor

Other Questions

1. How did you obtain your application forms?
2. Was the wording on the application form easy to understand?
3. Did you require any help completing the application forms?

If you required help to complete the application form(s):

- a) What did you do to get this help?
 - b) Did you get the help you required?
4. If you had to contact one of our offices, which of the following methods would you most prefer to use:

_____ Telephone one of our offices
_____ Visit one of our offices
_____ Write a letter to one of our offices
_____ Other, (specify) _____

5. Have you ever received a record of earnings statement?

If you have received a record of earnings statement.

- a) Was this statement correct?
 - b) What did you do if your statement was not correct?
 - c) Were you satisfied with the result of your contact with our office regarding changes to your record of earnings statement?
6. How often do you read the information inserted with your check?
 7. Has there ever been a month when you have not received a check from the (Agency) that you were expecting?

If there has been a month when you did not receive one of your checks:

- a) What did you do about this?
 - b) How long did it take to receive a replacement for the check that you did not receive?
8. How long do you think it is reasonable to wait for the replacement of a check that you did not receive?

9. Have any of the check inserts prompted you to take action?

If any of the check inserts have prompted you to take action, what type of action did you take? _____